

THE LACLEDE BLADE

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Foreign Advertising Representative
THE AMERICAN PRESS ASSOCIATION

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Spring Improvement Campaign

The spring is a time of year when it is easy to promote improvements. The return of the sun, the cheerful bird songs, the revival of nature, should fill people with renewed energy. Many folks who ordinarily are indolent about manual labor, can be interested at this period to clean up their places and make them more attractive.

This spurt of energy may be temporary. But it can be organized and encouraged so as to create permanent gains toward order and beauty.

First comes the idea of neatness. All kinds of refuse tend to accumulate in back yards through the winter. Some folks would let it remain there indefinitely, if they were not prodded to remove it. Clean Up Days and Clean Up Weeks have worked marvels to improve American towns. They have turned a multitude of hopeless looking streets and homes into spruce and smart neighborhoods, that give an impression of efficiency and success.

People who have been frittering away time in foolish and costly amusements, can often be induced to get out in the nice spring weather, and plant flowers and shrubbery. The more they dig in their gardens and the more they develop plants and foliage that please the eye and win the admiration of their neighbors, the keener their enjoyment of such rewarding pursuits. Their efforts add to the value of their real estate, and contribute to the advancement of their community.

The effort for improvement should find expression not merely on private property, but in some development that shall belong to all the people.

Laclede will, as usual, have a clean-up day and the earlier the better. Every street and alley in the town as well as vacant lots need attention and for the city to take the lead would set a good example and might have a wholesome effect on property holders. There should, and doubtless will, be much improving done in Laclede this season.

France Fed Up

After a trial lasting fourteen years the French Government is going out of the railroad business. A specially appointed commission is at work on a plan to turn the roads back to private operation. Under government control the roads have been a steady drain on the national treasury. French experience has been practically a duplicate of that in the United States.

Where Did It Go?

Tainging the cost of living before the war as 100, the January Index of the Industrial Conference Board at Washington showed the cost of living for that month was 162.7 as against 204.5 at the peak in 1920. That would mean a reduction of 20 per cent. Although the farmer's prices for his food crops came down to rock bottom just before January, the Index for food shows 150 as against a 1920 peak of 219, or a reduction of only 31½ per cent. Where did the rest of it go?

That question has got to be answered before long, because the people are growing tired of being told that "everything is cheaper" and still going down, when in fact it is about as hard to make a dollar do any more duty today than it would do a year ago. If residents of every part of the country are anything like the citizens of Laclede, and we feel sure they are—then they must be getting pretty tired all over this country of being fed on figures instead of solid facts.

Making A Live Town

We see where an Ohio town is advertising for someone to come there and start a paper. The ad says the business men of the town want a paper very badly. That may be true, but are they willing to dig down in their pocket and support it if they get it? Are they willing to see that it gets the advertising to which it is entitled, and the backing and encouragement that counts for just as much as hard cash when the two are linked together. Are they willing to give the paper the very heartiest support they can muster, or do they think the paper can live on good wishes? The man who starts a paper in that Ohio town is going to ask these questions. And if the answer isn't right he is a very foolish man if he doesn't leave the town still wanting a paper. It is one thing to want a newspaper, but another thing to want it bad enough to support it as it should be supported if it is going to be a success. We know, and we only wish every citizen of this community knew it as well as we do.

Predominance Our Middle Name

A newspaper of Rome criticizes the United States for non-participation in the Genoa meeting, saying that "the United States tries to make its own political and financial interests predominant." If participation in the Genoa conference would mean making those interests subordinate to European influence, the charge states the exact truth. Of course America wants to keep its interests predominant, which it has a perfect right to do, being the richest and most powerful nation in the world. But such a policy does not necessarily include selfishness. American resources have been extensively devoted to the rehabilitation of Europe. The difference is that they have been employed under American, rather than European, direction.

Judge Higbee Announces

An announcement of candidacy for renomination by the republicans for his position as judge of the supreme court has been made by Edward Higbee, presiding judge of the second division of the court.

Judge Higbee was elected in 1920 to fill the unexpired term of Judge Charles B. Faris, who resigned to become a federal judge at St. Louis.

Judge Higbee was reared on a farm in Iowa. He was admitted to the bar at Lancaster, Mo. and moved to Kirksville in 1906. He served in the legislature and as a draft board member before being elected to the supreme bench. He is a member of the Christian church.

During his short service on the supreme bench, he has won many admirers for his judicial acumen and fairness.

A good many boys who have been advised by their elders to be quick, seem to think that means to be "fast."

\$525 IN PRIZES FOR THE BEST RHYMES

A new contest is just being started which will interest every woman and girl who reads this paper. Any woman or girl can enter this Contest—anyone can win! All it is necessary to do is to write a 4-line rhyme on Dr. Price's Phosphate Baking Powder, using only the words which appear either on the label of the Dr. Price can (front and back) or on the printed slip which is found in each Dr. Price can.

Isn't that easy? Everyone likes to make rhymes and here is a chance to spend a fascinating hour or two writing rhymes on this popular Baking Powder and perhaps winning a substantial prize for your efforts.

\$50 CASH PRIZES

For the rhyme selected as best a prize of \$100 will be given; for the second, third and fourth best rhymes prizes of \$75, \$50, and \$25, respectively will be given. And besides these prizes there will be 55 prizes of \$5 each for the next 55 best rhymes. With such a long list of prizes as these, it would be a pity not to try your hand at it!

Here is a 4-line rhyme as an example:

Two teaspoons of this powder make
Biscuits, muffins, pie or cake,
The Price's Co., guarantee
No alum in the cans to be.

As Dr. Price's Phosphate Baking Powder sells for only 25 cents a 12 oz. can at grocery stores, some rhymes could play up the remarkable economy of this pure and wholesome baking powder which contains no alum.

All rhymes must be received by May 1, 1922. Only words appearing either on the label of the Dr. Price can (front and back) or on the printed slip contained inside the can may be used. These words may be used as often as desired, but no other words will be allowed. If you haven't a can of Dr. Price's, a copy of the label and the printed slip will be sent to you free upon request.

Any woman or girl may enter the Contest, but only one rhyme from each person will be considered. In case of ties, the full amount of the prize will be given to each tying contestant. Write plainly on only one side of a sheet of paper and be sure to give your name and address.

Send your rhyme before May 1st to
Price Baking Powder Factory
1007 Independence Blvd., Chicago, Ill.

Which Do You Want?



It isn't the number of chicks you hatch that counts, but it is the number you raise. Every time you lose a baby chick you lose 50c.

Most of the loss of baby chicks, most bowel trouble, most of the weak chicks and the deaths which follow can be traced to the use of the wrong kind of feed at the start. Start your chicks right and the rest is easy. The first four to eight weeks is the most critical time in the life of any chick. If you can get them started off right you can eliminate over 90 per cent of your trouble, loss, and expense.

If your chicks have a tendency to White Diarrhea, if they are weak from poor incubation, from mistakes in brooding, or from lack of vitality in your breeding stock, Quisenberry's Buttermilk Starting Food will bring them right out of the kinks. We guarantee that there is no feed on the market, regardless of make or price, that will give better results than the Quisenberry Starting Food. Your chicks will grow faster and huskier, and you can produce 1½ to 2-pound broilers on this feed quicker than any other.

If you can't use 100 lbs., call at
LACLEDE FARMERS EXCHANGE
and try a small sack. You will like it. So will your chicks.

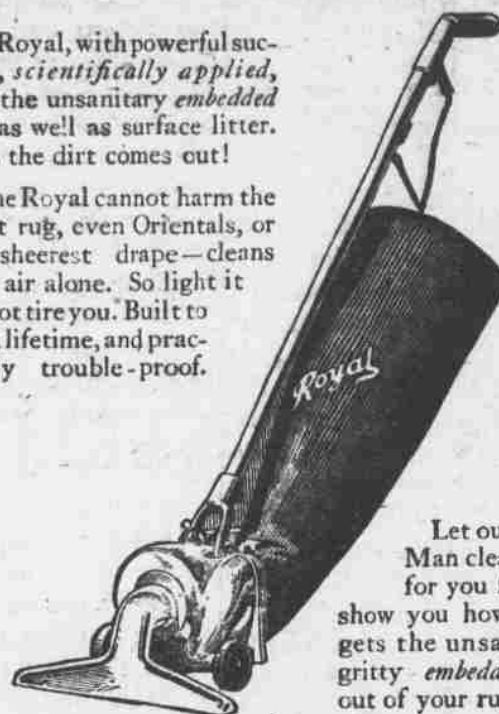
Brookfield Has a Dentist

that will do your work at a very reasonable price; use the best of material and guarantee the work to be first class. Come in and see for yourself. No charge for talking the matter over. Dr. Wiley.

This is the cleaner that gets *all* the dirt

The Royal, with powerful suction, scientifically applied, gets the unsanitary embedded dirt as well as surface litter. ALL the dirt comes out!

The Royal cannot harm the finest rug, even Orientals, or the sheerest drape—cleans with air alone. So light it cannot tire you. Built to last a lifetime, and practically trouble-proof.



Let our Royal Man clean a rug for you free and show you how Royal gets the unsanitary, gritty embedded dirt out of your rug.

THE ROYAL Electric Cleaner

Cleans By Air Alone!

We have just two of these cleaners in stock that we are going to put out on our easy payment plan—\$7.50 cash, balance \$5.00 a month.

Phone for demonstration and let us show you how to make house-cleaning an easy job.

Caywood & Baum,
Laclede, Missouri

Z. R. KLING,
President

C. A. FELT,
Cashier

BENSON BANKING CO.

CAPITAL AND SURPLUS \$17,000

We solicit your business and attend to it carefully and confidentially.

We are pleased to care for your valuable papers and invite you to use our vault.

INTEREST PAID ON TIME CERTIFICATES OF DEPOSIT
SAFE DEPOSIT BOXES FOR RENT



Costly failures in baking are more often the fault of the flour than mistakes in the kitchen. After one trial you will realize that it opens the way to better baking. Made of only the finest grade of Kansas wheat, carefully chosen, every ounce has maximum food value. Milled to perfection, it is the ideal flour for every kind of baking. This flour may cost a trifle more, but after using it you'll agree

"It's Worth the Difference"

Wm. KRAFT, Laclede.

Harris Bros., Brookfield.

Z. C. Reece, Meadville.